

Color Profile Q Assessment

Read and compare each set of statements and choose one in either the left or right column that describes you best at least 51% of the time. Your first instinct is usually the most accurate. Total your choices in each Section and decide whether you are most like the left or right column. Remember. There is no right or wrong answer. All columns are positive.

SECTION I – At least 51% of the time, you tend to be more

COLUMN A	COLUMN B
<input type="checkbox"/> accurate	<input type="checkbox"/> insightful
<input type="checkbox"/> interested in concrete issues	<input type="checkbox"/> interested in abstract ideas
<input type="checkbox"/> valued for common sense	<input type="checkbox"/> valued for seeing new trends
<input type="checkbox"/> realistic and pragmatic	<input type="checkbox"/> imaginative
<input type="checkbox"/> focused on the present	<input type="checkbox"/> Focused on future possibilities

If you chose more items in column A, go to Section III. (Skip Section II)

If you chose more items in Column B, go to Section II. (Skip Section III)

SECTION II – At least 51% of the time, you tend to

COLUMN 1	COLUMN 2
<input type="checkbox"/> meet conflict head on	<input type="checkbox"/> avoid conflict where possible
<input type="checkbox"/> be more direct and frank	<input type="checkbox"/> be more diplomatic
<input type="checkbox"/> be more analytic	<input type="checkbox"/> be more empathetic
<input type="checkbox"/> not take things personally	<input type="checkbox"/> take things personally
<input type="checkbox"/> be skeptical at first	<input type="checkbox"/> be accepting at first

If you chose more items in the left Column 1, you are a Blue.

If you chose more items in the right Column 2, you are a Green.

SECTION III – At least 51% of the time, you tend to

COLUMN @	COLUMN #
meet deadlines early	meet deadlines at last minute
be scheduled	be spontaneous
like clear guidelines	like flexibility
be punctual, sometimes early	arrive at the last minute or late
make detailed plans before you start	handle problems as they arise

If you chose more items in the left Column @, you are a Gold.

If you chose more items in the right Column #, you are a Red.

If the Color Q profile you are about to read does not describe you well, go back to the section where you had the most difficulty choosing and select the opposite column to see if the profile is a better fit. Or read through the four color styles and decide which is the most accurate. Often we frame questions based on demands made by others at home or work. Only you can determine your “true” style.

Color Q Styles

The personality groups below are brief descriptions of the four Color Qs. You can read all four and choose the one that is most like you. For more detailed descriptions of how each operates in a wide variety of settings, see books and newsletter.

GOLDS

(46% of the population)

Grounded, realistic and accountable, Golds are the backbone of institutions of all kinds - corporate and public. They are society's protectors and administrators - of people, goods, schedules and services. They value procedures, respect the chain of command and have finely tuned systems for everything, from raising children to running large divisions. Golds create lists, get involved in details and are known for following through and mobilizing others to achieve concrete goals. They dislike change, abstract theories and new ideas that have not been tested. As leaders, they shine in establishing policy and readily accept the responsibility of leadership both at work and in volunteer activities so as to ensure projects remain orderly and on track. Known Golds include Barbara Walters, George and Barbara Bush Sr., Queen Elizabeth and Colin Powell. (Golds correspond to the Myers-Briggs SJs.)

BLUES

(10% of the population)

Theoretical, competitive and always driven to acquire more knowledge and competence, Blues are unequalled when it comes dealing with complex, theoretical issues and designing new systems. They seek knowledge for its own sake and are driven to challenge and test ideas and authority. Their first reaction is to critique and set their own benchmarks against which they measure everyone and everything. They are highly precise in thought and language and future oriented, trusting only logic not the rules or procedures of the past. As leaders, Blues are visionary and do best in positions requiring strategic thinking. Their interest is in improving the idea or organization. Then, they move on, with little interest in maintenance and consolidation or for explaining the complexities of a plan that, to them, seems so obvious. Blues include Hillary Clinton, Bill Gates, George Soros and Vice President Cheney. (Blues correspond to the Myers-Briggs NTs.)

REDS

(27% of the population)

Action-oriented, spontaneous and focused on "now," Reds need freedom to follow their impulses, which they trust over the judgment of others. Cool headed and ever courageous, they are proud of their ability to handle a crisis better than most. They excel as negotiators and troubleshooters and are often found in careers that provide lots of freedom, action, variety and the unexpected. Work must be fun and the environment collegiate. Reds resist schedules and hierarchies. Long term planning is a low priority as each day brings its own agenda. As leaders, They bring excitement and a sense of expediency. Reds observe the system, figure out where the breakdown and errors occur and rapidly implement the needed corrections. Famous Reds include President Bush, Donald Trump, JFK, Ronald Reagan and Christie Whitman. (Reds correspond to the Myers-Briggs SPs.)

GREENS

(17% of the population)

Empathetic, humanistic and expressive, they excel in areas with a human-interest focus. Greens are most productive in an environment that is idea-oriented, supportive and egalitarian. They need variety and the chance to creatively bring about change and impact the lives of others. Gifted in their understanding of people's motivation, they have an unusual ability to influence and draw the best out of people. They also excel in verbal and written communications and are heavily represented among writers, TV anchors and biographers. As leaders, Greens are enthusiastic spokespersons for the organization or cause of their choice. They dramatize the mundane into something special, creating a unique charismatic quality that sweeps others into their cause. Famous Greens include Oprah, Gandhi, Gorbachev and Diane Sawyer. (Greens correspond the Myers-Briggs NFs.)

Color Q Activity

In your color group

- ⇒ Introduce yourselves to each other
- ⇒ Share any insights or “ah-ha’s” raised by this activity

Task:

- ⇒ Develop a ‘pitch’, something you would like to sell, convince others about or advocate for
- ⇒ You will be given a color group different from your own to give your ‘pitch’ to
- ⇒ Use these strategies to help guide your group to success!

Influencing Strategies

When persuading a GOLD:

- Be organized
- Be factual and accurate
- Be reliable
- Be precise and down to earth
- Follow procedures, respect the hierarchy
- Make your points sequentially
- Be socially responsible

When persuading a GREEN:

- Build the relationship first
- Do not sell, be on the same team
- Stress innovative solutions
- Give the big picture; limit the facts
- Positively acknowledge their idealism
- Allow for non sequential flow of discussion
- Show positive impact on others

When persuading a RED:

- Be flexible and open ended
- Use humor
- Be brief, use action verbs
- Hands on is best
- Be ready for ‘fly by the seat’ decisions
- Avoid theories/framework, get to the point
- Stress immediacy of solutions
- Show them a sample, offer a deal

When persuading a BLUE:

- Be competent
- Show long term potential of new solutions
- Allow them to challenge and question
- Use ingenuity and logic
- Present the ‘big picture’, limit the facts
- Show theoretical framework
- Together outline a strategy
- Acknowledge their intellectual skills